

a. Explanation of Target Publics

List target publics **IN DETAILS**. Should include as many of the following for each segment identified:

Demographics: The demographics for FlexScreen are three different groups. The first group is people who work for Window Manufactures, the target person at these companies are purchasing managers, engineers and C level employees who can make decisions. The second group is Window Dealers and Resellers, these people are the ones who sell windows to homeowners and install windows in homes. The target is sales people and the installers to see the benefits of the product. The third group is the homeowners themselves who may go to the FlexScreen website and purchase the screens.

Geographic: Right now the main region for sales is anywhere in the 48 contiguous states with expanding into Canada.

Geo-demographics: FlexScreen is focusing on the areas that have people owning homes or landlords who own multiple homes for selling their product.

Psychographics: There is not much data with this, but the goal is always to find contractors or window installers who interact with screens every day and teach them the benefits of FlexScreen.

Use of Product or Service: Anyone who has a window in their home, office or anywhere that opens can use FlexScreen. FlexScreen is also able to be used on non window products like fish and reptile tanks.

Benefits: There are so many benefits to FlexScreen. For example they are nearly indestructible. There is no color matching necessary with our screens since they are all black and create a shadow line. You will get the full view through your window, a traditional window screen takes up almost a full square foot of view through your window. There is no hardware, no more annoying knife latches or pea pins that break. It is effortless to install and remove making it easy for you to quickly take the screen out during cleanings. FlexScreen offers 5 durable mesh options on their website. FlexScreen is Cost-effective because you only need to buy one screen for the life of that window with FlexScreen's limited lifetime warranty.

Occupation: The occupations that are affected by this message are window manufacturers, window dealers, installers, builders and anyone who is in the building industry.

Shared Experience: The audiences who have a shared experience that could affect the message are happy customers of FlexScreen.

Relationship to Organization: The people that have an existing relationship with FlexScreen consist of employees, interns, board members, investors and customers.

B. Themes and Messages

Message Map Example and Notes

Homeowners:

People who have windows on their house with no screens, broken/damaged screens or just want a new screen. They can live anywhere in the country or world.

Question: **What question(s) is this audience asking?**

What is FlexScreen made of?

What screen materials are available?

How does FlexScreen fit in my windows?

Can FlexScreen be easily pushed out?

Do you make screens in custom shapes?

What are retention bumpers?

Do you have screen doors?

Will it hold up to pets?

Key Messages: **Specific things that need to be in that answer.**

Supporting Facts: **Additional details that can be used when developing the message.**

Key Message 1	Key Message 2	Key Message 3
FlexScreen is the most durable product in the screen market.	FlexScreen is easy to measure and order	FlexScreen has a solution for anyone of your problems.
Supporting Fact	Supporting Fact	Supporting Fact
FlexScreens replacement rate is 1 per 3300 screens made while traditional screens are 1 per 5 screens made.	Homeowners can go to flexscreenretail.com and watch videos on how to measure for their new screens.	Homeowners always complain about their mesh ripping, FlexScreen's warranty covers any damage to the mesh in fact they will completely

		replace the screen for the homeowner if the mesh rips.
Supporting Fact	Supporting Fact	Supporting Fact
FlexScreen can be beaten with a hammer and the frame will not break. A traditional screen will break with one bad push on the frame.	The purchasing of the screens are simple, homeowners go on the website they select the mesh they want add the number of screens to their cart and check out.	Homeowners want to know if the screen will stand up to pets and with the pet mesh it will be harder for a dog or cat to scratch and rip the mesh.
Supporting Fact	Supporting Fact	Supporting Fact
There is no hardware on FlexScreen that can break like a traditional window screen.	Measurements are submitted to FlexScreen after the order is placed so customers can measure at a later time.	People hate how difficult it is to remove and install traditional window screens, flexscreen fixed this too being, well, flexible it pops in and out of the window in seconds.

c. Branding Recommendations (if applicable)

To be completely honest I do not have any recommendations for FlexScreen's brand. They have done an amazing job with keeping their brand clean and simple. You can see their branding guide here:

<https://flexscreenpress.com/wp-content/uploads/2020/12/FlexScreen-Brand-Guidelines.pdf>